

Message Text

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PAGE 01 THE HA 00637 051906Z

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ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 DRC-01 RSC-01 /039 W

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R 051604Z FEB 74

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 2898

UNCLAS THE HAGUE 637

PASS COMMERCE FOR GLICK, DIRECTOR MARKET RESEARCH

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT: ESTIMATED MAN-HOURS FOR MARKET RESEARCH

REF: GLICK LETTER JANUARY 4

1. FOLLOWING ARE REQUESTED ESTIMATES FOR SEVERAL RECENT REPORTS:

A(A) AMSTERDAM A-32 AUGUST 13, 1973. COMPUTER SOFTWARE. FSO

80 HOURS PLUS 40 HOURS SECRETARIAL ASSISTANCE.

(B) AMSTERDAM A-55 OCTOBER 31, 1973. PRINTING AND GRAPHICS

EQUIPMENT. 160 FSO-FSL PROFESSIONAL HOURS PLUS 40 HOURS

SECRETARIAL.

(C) HAGUE A-10 JANUARY 18, 1974. ELECTRONIC COMPONENTS.

130 FSO HOURS AND 40 SECRETARIAL.

2. FOREGOING INPUTS (WHICH WE REGARD AS SUBSTANTIAL) EXPLAIN

RELUCTANCE

WE HAVE SHOWN TO TAKING ON MARKET RESEARCH ASSIGNMENTS IN OUR 3-POST
COMMERCIAL PROGRAM AND ALSO OUR RECOMMENDATIONS THAT SOME ALTERNATIVE

WAY BE FOUND FOR SECURING NEEDED SURVEY REPORTS. WHILE FULLY
APPRECIATING VALUE AND NEED FOR MARKET RESEARCH PARTICULARLY FOR

STATESIDE EXPORT ENCOURAGEMENT EFFORTS AND ALSO FOR OUR OWN
COMMERCIAL OPERATIONS, CONSENSUS HERE IS THAT COMMERCIAL STAFF
IS MOST EFFECTIVE AND GAINS MORE FOR U.S. BALANCE OF PAYMENTS WHEN IT
PERMITTED CONCENTRATE ESSENTIALLY FULL TIME ON DIRECT TRADE,
INVESTMENT AND TRAVEL PROMOTION.

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3. WHILE WE RECOGNIZE DIFFICULTIES COMMERCE MAY FACE IN INCREASING AMOUNTS IT CAN PAY FOR CONTRACT MARKET RESEARCH, WE FEEL THAT AS A RULE MARKET RESEARCH SHOULD BE FARMED OUT TO A PROFESSIONAL MARKET RESEARCHER. IF WE OFFER REASONABLE AMOUNT WE CAN FIND FIRMS HERE IN NETHERLAND TO DO THIS. INABILITY TO FIND BIDDER ON COMPONENTS STUDY LAST JUNE DIRECTLY RELATED TO FACT THAT SUGGESTED DOLLAR COST AMOUNTED TO MUCH LESS IN GUILERS THAN EIPT STUDY REQUESTED SIX MONTHS PREVIOUSLY, AND THIS IN COUNTRY WITH 8 PERCENT ANNUAL INFLATION NOW EXPECTED TO HIT 15 PERCENT.

4. IN EVENT THAT LOCAL RESEARCHER UNWILLING TO TAKE ON STUDY, WE WISH TO SUGGEST IDEA OF SENDING INDUSTRY SPECIALISTS TO CONDUCT AND COMPLETE FUTURE SURVEY PROJECTS. OUR FEELING IS THAT PROPERLY SELECTED AND QUALIFIED INDUSTRY SPECIALIST (EITHER FROM INDUSTRY ITSELF OR FROM THE APPROPRIATE USDOC INDUSTRY DIVISION OR INDUSTRY TRADE ASSOCIATION) COULD COMPLETE SURVEYS IN FRACTION OF TIME IT REQUIRES OUR STAFF TO DO THEM. QUALITY OF REPORTS MIGHT ALSO BE BETTER AND MORE MEANINGFUL TO INDUSTRY (GIVEN FACT THEY WOULD HAVE BEEN DONE OR AT LEAST INITIALLY DRAFTED BY A KNOWLEDGEABLE INDUSTRY MAN) AND COST COULD BE LESS THAN OUTSIDE CONTRACT WORK IF SPECIALIST IS ASSIGNED TO DO SURVEYS IN SEVERAL COUNTRIES ON SAME TRIP. THE ADDITIONAL EXPENSE OF AN INTERPRETER MAY BE NECESSARY IN SOME COUNTRIES THOUGH NOT THE NETHERLANDS BECAUSE OF WIDESPREAD KNOWLEDGE OF ENGLISH.

5. WOULD APPRECIATE WASHINGTON'S VIEWS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 FEB 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974THEHA00637
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: THE HAGUE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740254/aaaabyil.tel
Line Count: 88
Locator: TEXT ON-LINE
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: GLICK LETTER JANUARY 4
Review Action: RELEASED, APPROVED
Review Authority: kelleyw0
Review Comment: n/a
Review Content Flags:
Review Date: 28 FEB 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <28 FEB 2002 by bryansd0>; APPROVED <26 NOV 2002 by kelleyw0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: ESTIMATED MAN-HOURS FOR MARKET RESEARCH
TAGS: BEXP, NL
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005